

**Jefferson County**  
**Quit Line Data Summary**  
 July 1 - September 30, 2002

	<b>County</b>	<b>State</b>
<b>Number of Calls to Quit Line</b>	<b>N = 23</b>	<b>N = 3,906</b>
<b>Percent of Statewide Calls</b>	0.7%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	0.4%	100.0%

  

	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 22</b>	<b>N = 3,543</b>
Female	77.3%	61.4%
Male	22.7%	38.6%
<b>Race/Ethnicity</b>	<b>N = 21</b>	<b>N = 2,967</b>
People of Color	0.0%	15.6%
White	100.0%	84.4%
<b>Age</b>	<b>N = 21</b>	<b>N = 3,091</b>
Less than 18 years old	0.0%	2.0%
18 - 24 years old	9.5%	14.9%
25 - 34 years old	19.0%	22.9%
35 - 44 years old	23.8%	25.8%
45 years and older	47.6%	34.3%
<b>Education</b>	<b>N = 21</b>	<b>N = 3,038</b>
Did not graduate high school	14.3%	16.6%
High school graduate	33.3%	31.8%
Some college/vocational school	28.6%	38.6%
College graduate	23.8%	13.0%
<b>Caller Type</b>	<b>N = 20</b>	<b>N = 3,409</b>
General Information	0.0%	13.2%
Health care provider	10.0%	2.9%
Tobacco user	90.0%	83.9%
<b>Payer Type</b>	<b>N = 11</b>	<b>N = 2,235</b>
Insured	27.3%	43.4%
Uninsured	18.2%	23.8%
Medicaid	54.5%	32.7%
<b>Heard About</b>	<b>N = 14</b>	<b>N = 2,881</b>
Past caller	21.4%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	14.3%	19.6%
Television	7.1%	23.9%
Outdoor advertisement (billboard/bus/wall)	14.3%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	0.0%	1.9%
Newspaper/Magazine	7.1%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	28.6%	18.8%
Health Department	7.1%	3.0%
School	0.0%	0.6%